

SWEET BRIAR COLLEGE



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ROUNDUP REPORT

on

SWEET BRIAR COLLEGE'S

GOLDEN ANNIVERSARY

DEVELOPMENT PROGRAM



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SWEET BRIAR COLLEGE'S
GOLDEN ANNIVERSARY
DEVELOPMENT PROGRAM

THIS ROUNDUP REPORT on the Development Program
has a four-fold purpose:

- To show what success we have had so far, as this four-year campaign to raise \$2,500,000 for buildings and endowment enters its final month;
- To indicate what this success has already meant to the college, and what the completion of the program will mean to the college's future;
- To thank all of Sweet Briar's friends—alumnae, board members, parents, students, faculty, staff, and others—for their share in this program;
- And to explain how many of these best friends of the college hope to finish this job for Sweet Briar.

HOW MUCH?

On December 1, 1956, with one month to go before the deadline for completing the Half-Century campaign, the total of gifts and pledges had reached \$1,786,249.01.

It took two and a half years to reach the first "Million Dollar Day," celebrated at Commencement 1955 in conjunction with groundbreaking ceremonies for William Bland Dew Dormitory, the first of three new buildings the Development Program was designed to give the college.

In the year and a half since then, most of the second million has been added, and the once distant, seemingly impossible goal is in sight.

How much of the present total is paid up and how much remains in pledges to be paid? Who gave the \$1,786,249 (and one cent) and for what purposes? How much is unallocated and how much is for the Auditorium, Science Building, the college's permanent endowment funds, and for other purposes? These are some of the questions which this first section of the Roundup Report answers.

\$1,515,321.56 of the overall total has already been paid. An additional \$141,900 will come from the Ford Foundation next spring (completing the Ford grant to Sweet Briar, for faculty salaries), and \$50,000 represents the conditional grant from the Kresge Foundation toward the Rollins Professorship, leaving a balance of only \$79,027.45 in outstanding pledges.

FROM WHOM?

Roughly a third of the total has been given by the Sweet Briar family: members of the board, alumnae, parents, students, faculty, and staff. The remaining two thirds, totalling well over a million dollars, has come from other sources, in response to the vital support of those who know the college best. Some of these larger contributions are:

An anonymous Southern foundation	\$ 375,000
The Ford Foundation (for faculty salaries)	311,900
Corporations and friends in Lynchburg-Amherst County (including \$19,200 designated for SBC in 1956 through VFIC)	149,473
Virginia Foundation for Independent Colleges (SBC's undesignated share for 1956)	15,903
Laurance Rockefeller and other members of the family Mr. and Mrs. John Hay Whitney (for the Connie M. Guion Fund)	113,000
James Foundation	50,000
Kresge Foundation (conditional on raising \$100,000 more)	50,000
Mrs. A. I. du Pont	11,775

Miss J. Bland Dew	8,700
Fund for the Advancement of Education	7,000
Esso Education Foundation (two grants)	7,000
Colgate-Palmolive Company	2,000
Procter & Gamble Fund (one scholarship)	1,600
Granthale Foundation	1,500
Houston Endowment	1,000
	<u>\$1,155,851</u>

(Not included in the above list are many smaller gifts from other friends of the college.)

Members of the Sweet Briar family have certainly done their share. Over \$100,000 has come from the Board of Overseers, with every member contributing. This 100% participation is also the goal of all students, faculty, and staff, whose roundup gifts were pouring in as this report was written. The alumnae and parents have been especially generous, particularly in view of the steadily increasing amount also given to the Alumnae Fund, and the creation this year of a Parents Fund.

A partial breakdown of these "family" gifts, 1952-1956, follows:

Alumnae: 1,531 contributions from graduates	\$251,193	
631 from non-graduates	74,485	\$325,678
	<u>2,162</u>	
Parents: 548 contributions		127,799
*Non-alumnae faculty & staff: 168 contributions	17,695	
Students: 460 contributions	4,861	
Employees: 141 contributions	298	
**Other campus sources:	24,401	47,255
Board members:	100,127	
(less amount credited to Alumnae)	<u>— 49,540</u>	50,587
		<u>\$551,319</u>

*Not counting retired and former members of faculty and staff

**Campus organizations, committees, Patch Box, Book Shop, etc.

(Not included in the above list of gifts and pledges from "the family" are gifts from a variety of other sources: the Alumnae Association, Sweet Briar Clubs, class gifts, bequests, anonymous gifts, etc.)

FOR WHAT?

Unrestricted and unallocated Gifts and Pledges \$ 415,805

Designated for the Auditorium—

Anonymous Southern foundation	\$375,000	
other gifts and pledges	50,831	425,831
(raised in 1941 campaign	100,764)	

(Total for Auditorium\$526,595)

Designated for Science Building—			
James Foundation	\$ 50,000		
other gifts and pledges	8,535	58,535	
William Bland Dew Dormitory—completed in September 1956 for \$405,000 (actual cost)			
Designated gifts and allocated from			
unrestricted gifts	\$150,000		
Increment on duPont stock given			
by Miss Bland Dew	15,095		
Gifts designated for Sweet Briar through			
Virginia Foundation for Independent Colleges	19,200		
Richmond alumnae, for Burnett Dining Room ...	1,500		
Emily Bowen Fund	680		
Other gifts and pledges	1,407	187,882	
Designated for endowment—			
Ford Foundation, for faculty salaries	\$311,900		
Laurance Rockefeller and family	113,000		
Mr. and Mrs. Whitney, and others, for Guion Fund	51,005		
Kresge Foundation (conditional) for			
Rollins Professorship	50,000		
Other gifts and pledges for Rollins Fund	35,236		
Gifts for faculty salary endowment	20,627		
Gifts for scholarship endowment	85,706		
Gifts for unrestricted endowment	45,817	\$ 713,291	
Total for Half-Century building & endowment		<u>\$1,801,344</u>	
(Increment on duPont stock accounts for difference between this total and the \$1,786,249 shown on page 2.)			
Designated for other purposes (Chapel, Infirmary, scholarships, current expenses, etc.)			
		91,830	
Total gifts and pledges		<u>\$1,893,174</u>	

"THE SPIRIT OF '56"

Have you been on the Sweet Briar campus this fall? If so, you already know what is happening at Sweet Briar, thanks to the generosity and hard work of thousands of people who have joined in giving the college a 50th Anniversary present through the Development Program.

Parents of Sweet Briar's 523 students know what is meant by "The Spirit of '56." Chances are they have heard about it from their daughters, or they find it between the lines of those letters home, or they have seen it for themselves on Parents Day.

This spirit is compounded of a number of things. The beautiful new dormitory is the most easily identified ingredient, but some important intangibles are mixed in, too, including a better paid faculty and the widely shared feeling of confidence in the college's present progress and plans for the future.

It is not easy to define what William Bland Dew Dormitory means to

Sweet Briar. But if one of the eighty girls who are living there happens to be your daughter, no such definition is necessary. They are the proudest part of the college's current record enrollment, but their pride is shared by every member of the college family. For this is the first major new building at Sweet Briar in twenty-five years. Those who remember when the last one was completed—the Daisy Williams Gymnasium in 1931—can also see, just around the corner of their minds' eye, a new Science Building and that long-dreamed of Auditorium. With the completion of the Half-Century Fund, both these badly needed buildings will be under construction.

The new Science Building will relieve the present crowding in classrooms and laboratories. It will also enable the college to provide its students with a better education in an increasingly important field which demands well-trained secondary school science teachers as much as post-graduate scientists. Sweet Briar can and will supply both.

And no one realizes as well as today's undergraduates how much a new Auditorium and Fine Arts Center will mean in the daily life of every Sweet Briar girl. No one, that is, except perhaps the alumnae, who recognized the same lack in their own day, and are therefore more apt to be deeply committed to this new building than to any other.

But new buildings are only half of that anniversary present. The other half—additional endowment—is even more important. Extra income from increased endowment will enable the college to make further increases in faculty salaries, provide additional scholarship assistance, and strengthen the academic program in other vital areas.

You have probably heard a lot about faculty salaries, particularly since the Ford Foundation's dramatic multimillion-dollar grant last December focused the nation's attention on this critical problem. But you might like to know just what Sweet Briar's faculty scale was in 1952, when the Development Program got started, and what it is today.

Minimum Faculty Salary Scale

	1952-53	1956-57
Instructors	\$2,400	\$3,200
Assistant professors	3,000	4,000
Associate professors	3,830	4,700
Professors	4,000	5,800

These figures show progress, but they also show, all too clearly, that much remains to be done.

Sweet Briar must, above all else, maintain a superior faculty. Hence the determination to reserve half of the Development total for endowment, rather than spend most of what has already been given on new buildings.

Both buildings *and* endowment are needed to guarantee, in the words of President Eisenhower's Commencement greeting: "an even finer second half-century for Sweet Briar."

THANKS!

To all who have worked so hard for so long—and are working hardest right now to finish the job,

To all who have given so much—and are making a final “roundup” pledge, for future payment, to help put us over the top,

To everyone who knows Sweet Briar well enough to love this college, and to want a share in its future,

. . . go the enduring thanks of the entire Sweet Briar family, especially the students: those here now and the generations of girls who will come after them to this liberal arts college set in the foothills of Virginia’s Blue Ridge Mountains.

For it is the students who will benefit most from all the good work and sacrificial giving that has gone into this Golden Anniversary Campaign. Already benefiting from it are this year’s undergraduates, many of whom could not have been admitted if Dew Dormitory had not been built. The instruction they receive daily in classrooms and laboratories is the best that a well-qualified and dedicated faculty can offer them. Two general salary increases in the past year enabled Sweet Briar to hold on to its fine teaching staff and attract equally stimulating new members to fill vacancies caused by retirement and leaves of absence.

In one of the new campus buildings—once the campaign is over and we have all three—there will be a bronze plaque, inscribed with the names of all who contributed “shares” of \$150 or more to the Half-Century Fund, listed in the following categories:

- \$ 150 or over — Anniversary Share
- \$ 300 or over — Daisy Williams Share
- \$ 600 or over — Auditorium Share
- \$1500 or over — Leadership Share
- \$6000 or over — Heritage Share

A facsimile of this bronze tablet will be sent to all alumnae, parents, and friends, to permit corrections before casting in its final form. Many donors have decided—and others may wish—to *increase their share* in Sweet Briar’s future. (For example, an additional gift or pledge of \$500, added to previous gifts totalling \$1,000, will make the donor a “Leadership Shareholder.”)

Generations of future students will read on this plaque the names of those who joined in strengthening their college for the important contribution it will make in its second half-century to American higher education.

ROUNDUP TIME FOR SWEET BRIAR

As the Development Program entered its final months, a concerted effort to finish the job got under way. Sweet Briar Clubs throughout the country were urged to "roundup" old and new friends, and dollars, to help close the gap. Many of them responded. The Lynchburg-Amherst County Development Committee got started in mid-September, and quickly pushed its own \$142,000 share to the \$150,000 mark, gratifying support from the college's own neighbors in business and industry.

Alumnae Help

Alumnae in Cincinnati, Richmond, Washington, Cleveland, Rochester, Chicago, Dallas, Philadelphia, New Jersey, New York, Westchester and Norfolk have all scheduled roundup meetings. A new sound motion picture brings "News of '56" in color to alumnae, husbands, and parents, and a personal message from President Pannell. In these areas, and elsewhere as far away as California, local Development chairmen are urging those who already have a stake in this program to help assure its success by making a final gift or pledge. Others who have not made a contribution so far are being asked to join the anniversary party.

Parents and board members have joined in this roundup effort, and renewed appeals are being made to many of the foundations, national corporations, and individuals who have been kept informed of the Development Program's progress, asking them to help the college reach its goal.

The Rollins Professorship

A special opportunity is being emphasized: the endowed professorship of religion, named in honor of Dr. Wallace Rollins, Sweet Briar's first chaplain and professor of religion. The Kresge Foundation has offered the college \$50,000 for this purpose, provided an additional \$100,000 can be added to it before December 1, 1957. Already gifts and pledges totalling more than \$35,000 have come in from Sweet Briar Clubs and from individual alumnae, faculty and board members, and former students of Dr. Rollins' at the Virginia Theological Seminary. When the full \$150,000 Rollins Fund is completed, it will be added to the permanent endowment funds of the college—always one of the key objectives of the Development Program—increasing the over-all Development total by that amount. Adding a second endowed chair (the Carter Glass Chair of Government is the only one at present) will release funds now going to the Department of Religion and thus help to increase faculty salaries in *all* departments.

President Pannell and Dr. Connie M. Guion, chairman of the board's Development Committee, send a special word of thanks, in behalf of the entire college, to the many friends of Sweet Briar who have undertaken this roundup, and to all those who have already responded to it.

A FINAL APPEAL

B-u-t — Even the hardest working committees cannot hope to reach everyone in so short a time. And for all those alumnae, parents, and friends who have not already been asked to join the roundup, this report must also serve as a final appeal.

If you have already invested in Sweet Briar's future, through the Development Program, will you add another pledge now, to help reach that goal, and thus increase your investment in the college?

If you have not subscribed to Sweet Briar's Golden Anniversary Program so far, but would like to see it succeed, now is the best time to do so.

Sweet Briar's Golden Anniversary Development Program ends on December 31, 1956. This is the last opportunity to have a part in the good cause that has enlisted the enthusiastic support of so many, and that will mean so much to the kind of education Sweet Briar will be able to give its future students—perhaps your daughters and granddaughters!

Contributions may be pledged now, paid later—at specified intervals or simply at the convenience of the donor. If you would like to help, please fill in and return the enclosed envelope.

SWEET BRIAR COLLEGE GOLDEN ANNIVERSARY PROGRAM

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